

FIS Snowboard Worldcup Scuol

13 January 2024



Sponsorship dossier

Short description

Disciplines and FIS Snowboard World Cup

In the FIS Snowboard World Cup, riders collect as many points as possible in all races of the season in order to achieve overall victory at the end of the season. The FIS Snowboard World Cup consists of the disciplines parallel slalom and parallel giant slalom.

The main discipline for alpine snowboarders is the parallel giant slalom. The snowboarders duel in parallel on two courses that are as identical as possible. After a run,

the sides are switched to compensate for possible advantages. In the qualification, all participants ski one timed run per course. The 16 fastest go through to the final, where the competition continues in a knockout system. Parallel Giant Slalom (PGS) has been an Olympic event since 2002.

Video from the FIS Snowboard World Cup 2023

Click on the image to view.



Alpine Snowboarding and Scuol

A success story from the very beginning

Scuol has been at the centre of the snowboard scene from the very beginning. The first snowboard school in Europe was founded in Scuol in 1987.

In 1993, Cla Mosca from Scuol became the first world champion in the sport of alpine snowboarding, and in 1997 his brother Fadri Mosca did the same. Nevin Galmarini from Ardez crowned his career with an Olympic victory in Pyeongchang and winning the overall World Cup in the 2017/18 season. Four years before that, he was rewarded for his efforts in Sochi, Russia, with the Olympic silver medal.

Two athletes from Scuol are now members of the Swiss-Ski «Challenger Team»: Nuri Mosca, the son of world champion Fadri Mosca, is the second Scuoler to join the team this year. The 16-year-old has already competed in the World Cup as a lead skier and will get his chance in the European Cup this season. Ricarda Hauser has been part of the «Challenger Team» for several years. She already has World Cup experience and has also won World Cup points. Last year, the focus was on the European Cup. We hope to welcome her in Scuol this year.

For the FIS Snowboard World Cup Scuol in January 2024 it is already the 7th staging. We are very pleased that this event has been able to establish itself in the international «FIS calendar» and that we can shine our winter sports expertise far beyond our borders.

Qualifying mode

Around 100 top riders from all over the world are expected at the FIS Snowboard World Cup in Scuol. At the beginning, the participants have to prove themselves in the qualification race alone against the clock. The 16 fastest men and women will qualify for the finals. In the final races there will be a direct duel of woman against woman or man against man in a knock-out system. The winner qualifies for the next round. This mode makes the parallel giant slalom particularly interesting and exciting, also for the viewers at home.



Sponsorship benefit

Event sponsorship is the integration of brands into an experience. This enables the creation or strengthening of a high emotional bond with the brand and the transfer of the positive image of the event and the experience to the company or brand. In today's flood of information, many classic advertising messages no longer reach the threshold of effectiveness. At events, participants and spectators are much more directly involved and experience all kinds of emotions. Sponsorships are again perceived consciously.

In the case of the «FIS Snowboard World Cup Scuol», the sponsorship also offers an optimal TV presence in the sporting environment, as the Snowboard World Cup receives a guaranteed presence on television.

In addition to individual bookings for banners in the TV area, we check with all sponsors to find an individual solution that is completely tailored to their needs. Our aim is always to create a win-win situation between the event, the sponsors and the participants. Do you have an unusual or tailor-made idea? We would be happy to hear it!

A 50-minute highlight was broadcast on SRF in 2022, at the best «winter sports time». With a market share of 17.5 %, the FIS Snowboard World Cup Scuol achieved an excellent television presence. Expressed in figures, this means: We reached over 111,000 viewers on Swiss TV alone. The Big Air Chur reached 89,000 viewers during a live broadcast. In the 50-minute TV recording, over 12 million event impressions were launched. Other TV stations on site included: TV-Südostschweiz, RTR, ORF Sport Plus, Servus TV Germany. In addition, the finals were broadcast on other channels in Europe and overseas. In total, the TV pictures from Scuol reached around 3.2 million people, 2.9 million people in Germany alone via ARD Sportschau.

The 13 January 2024

One of the three «Super Snow Sports Days» (SRF designation) in winter 2023/24! The programme includes the men's downhill on the Lauberhorn in Wengen, the women's downhill in St. Anton am Arlberg and the home World Cup from Scuol. The TV ratings for the Super Snow Sports Days are the highest that Swiss television has to offer. It is also the only Super Snow Sports Day where two venues in Switzerland will be hosting World Cup level events.



What are the effects of the FIS Snowboard World Cup Scuol?

- With the FIS Snowboard World Cup we create a high regional added value!
- We generate over 1000 overnight stays in the so-called «January hole».
- We have a large national and international media presence.
- We strengthen the positioning of Scuol as an attractive winter sports resort.
- We support our own young talents in snow sports and our ambassadors have great charisma.
- We have made a good name for ourselves with national and international associations.
- We welcome around 1000 spectators and have 250 volunteers on duty.
- Sustainability: The FIS Snowboard World Cup Scuol has been climate-neutral since 2022.



Broadcasting key figures

The FIS Snowboard World Cup Scuol will be broadcast live and time-delayed in various countries. You will find a rough overview in the table below. Infront as broadcaster is responsible for the marketing of the TV pictures, which are taken live on the mountain in Scuol.

Country			Broadcast date	Broadcast time (local)	Total duration (h.Mm.Ss)	Kind of broadcast	Audience share %	Number of viewers
Austria					1:30:29		13,36	366.914
Bulgaria					10:40:07		0,17	5.190
Canada					2:00:00			281
Czech republic					1:50:00			3.584
Denmark					0:49:59			2.000
Estonia					1:50:00			
Europe					0:44:26		0,80	59.600
Finland					1:25:00			
Italy					4:05:16		1,14	150.114
Latvia					1:50:00			
Lithuania					1:50:00			
Norway					3:19:56			4.020
Slovakia					1:16:05		0,78	8.973
Slovenia					0:56:50		40,00	163.200
Sweden					1:39:58			4.000
Switzerland	Broadcaster	TV Channel						
	SRG	RTS 2	14/01/23	16:29	1:14:41	Delayed	5,66	12.097
		SRF 2	14/01/23	15:44	1:18:55	Delayed	21,21	83.220
USA					N.A.			
Total	All TV Networks				38:21:41			863.193
Max share %	40.0 TV SLO 2	Peak of viewers	361,000	ORF 1				

TV audience analysis 2022/23

Country	Client Broadcaster	Total potential number of	
		Households	Viewers Subscribers
Asia	EUROSPORT	46.000.000	-
Austria	ORF	3.872.000	8.209.000
Baltics (EST, LAT & LIT)	TV3	465.000	-
Bulgaria	BNT	2.942.000	6.898.196
Canada	CBC	36.533.798	-
	SRC	7.426.997	-
China	CCTV	434.405.000	1.282.538.000
Czech republic	CZECH TV	4.368.000	9.782.350
Denmark	NENT	2.788.291	5.831.000
Estonia	POSTIMEES GRUPP	490.000	-
Europe	EUROSPORT 1	150.000.000	-
	EUROSPORT 2	84.000.00	-
Finland	YLE	2.700.000	5.200.000
France	L'EQUIPE 21	28.000.000	58.030.000
Germany	ARD	38.770.000	75.860.000
	ZDF	38.773.000	75.304.000
	SKY DEUTSCHLAND	-	5.000.000
Hungary	ARENA CHANNEL	2.000.000	4.500.000
Italy	RAISPORT+ HD	23.774.728	57.000.000
	MEDIASET	24.314.800	58.598.676
	SKY	4.375.233	12.001.917
	SKY SPORT	2.496.051	6.968.840
Japan	NHK	53.330.000	-
	JSPO RTS	6.500.000	-
Netherlands	SPORT1 - ZIGGO SPORT	4.000.000	3.884.800
Norway	NENT	2.520.000	5.379.000
Poland	POLSAT	12.807.000	3.899.020
Slovakia	JOJ TV	1.747.000	5.079.000
Slovenia	RTV SLOVENIJA	769.324	1.913.452
Spain	TVE	18.737.000	45.745.000
Sweden	NENT	4.800.000	10.350.000
Switzerland SRG SSR	RSI (italienischsprachig)	162.000	343.000
	RTS (französischsprachig)	832.000	1.845.000
	SRF (deutschsprachig)	2.395.000	5.188.000
USA	skiandsnowboard.live (OTT)	-	-
UK	BBC	27.216.487	60.310.285



FIS Snowboard Worldcup 2023



Sponsorship hierarchy

Patronage

The FIS Snowboard World Cup takes place under the patronage of Bergbahnen Scuol AG, the municipality of Scuol and Tourismus Engadin Scuol Samnaun Val Müstair AG. Without these patronages, it would not be possible to hold this event, which is well established in the region.

Association sponsors

The four association sponsors have industry exclusivity at the FIS Snowboard World Cup. This applies to the following areas: Sunrise (telecommunications), Raiffeisen (financial services: banks and credit cards), Helvetia (insurance), BKW (energy).

Main sponsor

You are a main sponsor with a sponsorship contribution of CHF 5000 or more. You receive additional presence on our website and a page in our programme booklet.

Sponsor

You are a sponsor from a sponsorship contribution of CHF 2500. You will receive additional presence on our website and a page in our programme booklet.

Sponsor regional

You are a sponsor regional from a sponsorship contribution of CHF 1500. You will receive additional presence on our website and a ½ page in our programme booklet.

Gold benefactor

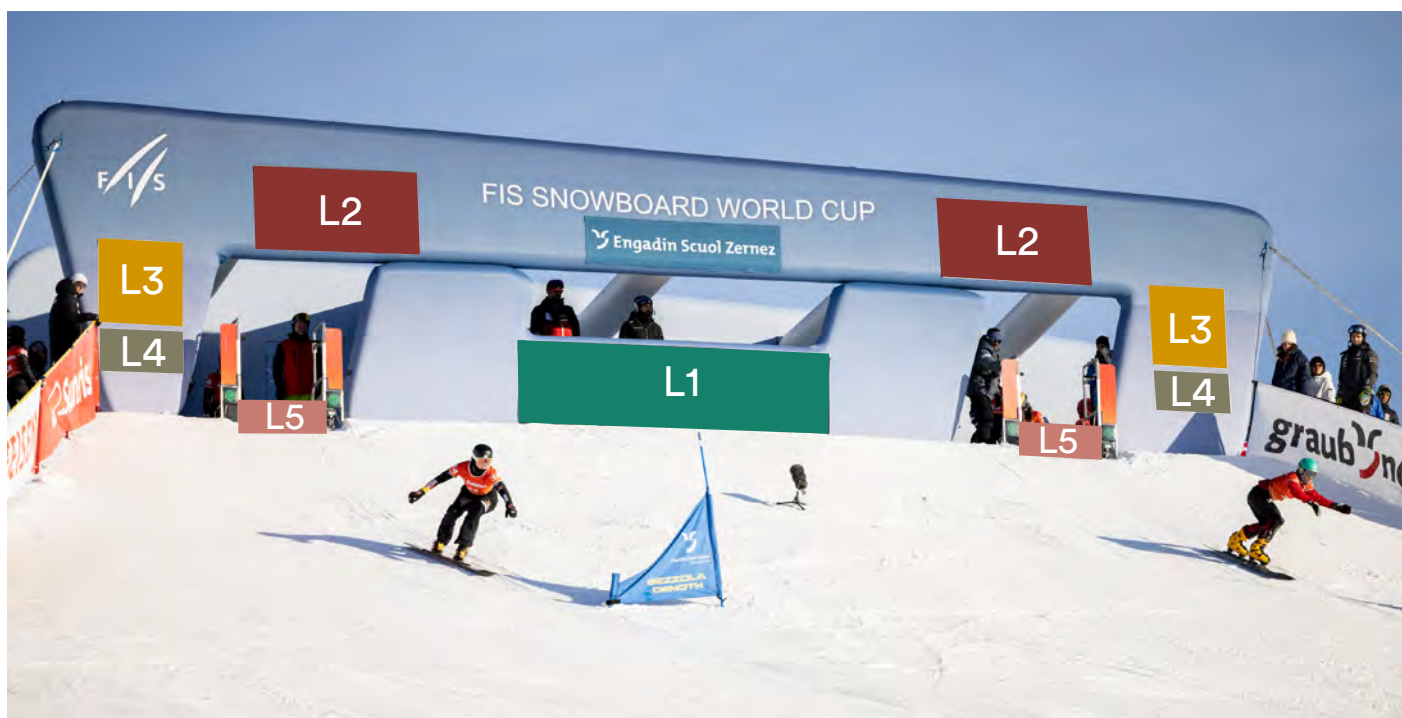
You are a gold benefactor from a sponsorship contribution of CHF 1000. You receive additional presence on our website and a ¼ page in our programme booklet.

Silver benefactor

You are a silver benefactor with a sponsorship contribution of CHF 700 or more. You receive additional presence on our website and a ¼ page in our programme booklet.



Single banner bookings with TV area



Startgate

L1		CHF 7000*
L2	only by pairs, total price	CHF 10'000*
L3	only by pairs, total price	CHF 6000*
L4	only by pairs, total price	CHF 4000*
L5	highest TV presence, only in pairs, total price	CHF 5000*

* all prices excl. production costs

The sponsorship for the start and finish gates also includes a visit to the Village on site. Your VIP tickets ensure that you and your guests are catered for free of charge. For every CHF 500 of sponsorship, you will receive one free VIP ticket. The VIP ticket is valid during the entire race. Please also note our supporting programme!

LED big screen in the finish area: For a value of CHF 1500 or more, advertising on the big screen in the finish area is also included. We will gladly accept your wishes and content for this. Of course, the LED big screen can also be booked separately.

The World Cup Scuol also offers you the possibility to design your presence according to your wishes and to book the available spaces individually. The banner booking can achieve an enormously high reach with up to 160 seconds of TV presence, divided over 32 runs.



Finishing gate

L1	only by pairs, total price	CHF 6000*
L2	only by pairs, total price	CHF 6000*
L3		CHF 2500*
L4		CHF 2500*

* all prices excl. production costs

VIP tickets: The VIP ticket gives guests access to the VIP zone, where the best view of the race site is guaranteed and unlimited food and drinks are available.

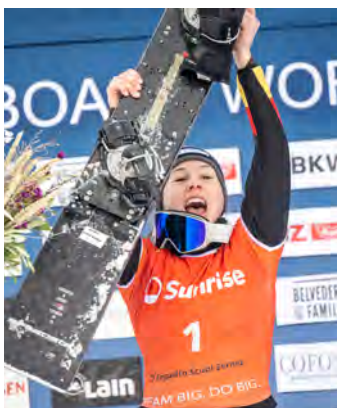
Price per ticket: CHF 60 per person.



Start number

LOC Sponsor top large

Women	CHF 7000*
Men	CHF 7000*
Total	CHF 12'000*



* all prices excl. production costs

Goal flags

Per row (blue or red) CHF 8000* **sold**



* all prices excl. production costs

Programme booklet

Advertisements Programme booklet with a circulation of 5000 and home delivery throughout the region.

Advert 1/1 page	CHF 600
Advert 1/2 page	CHF 400
Advert 1/4 page	CHF 250

Banners on the on the course or in the finish area

Per board CHF 1000*



* all prices excl. production costs

Beach flags at the finish

Per beach flag CHF 500*



* all prices excl. production costs

Interview Wall & Exit Gate

package of 4 seats per wall CHF 1000*



* all prices excl. production costs

Award Ceremony

1 package of 4 seats CHF 1000*



* all prices excl. production costs



**FIS SNOWBOARD
WELTCUP SCUOL**

OC FIS Snowboard World Cup Scuol

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